

Message Text

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PAGE 01 CARACA 12063 121942Z
ACTION ARA-14

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P R 121644Z DEC 77
FM AMEMBASSY CARACAS
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UNCLAS CARACAS 12063

FOR COMMERCE BIC/OIM/GARNITZ/FOGLESONG/BREWER

E.O. 11652: NA
TAGS: BEXP VE
SUBJECT: FINAL SHOW CABLE OFI-SISTEMAS II

1. OFI-SISTEMAS II.
2. THOMAS ALVA EDISON BUILDING; CARACAS, VENEZUELA;
DECEMBER 5-10, 1977
3. TWENTY NINE PARTICIPANTS, THIRTY SEVEN EXHIBITORS.
4. SOLD DURING EXHIBITION BY NTM \$372.000 BY OTM \$429.000
TOTAL \$801.000.
5. PROJECTED SALES SUBSEQUENT TWELVE MONTHS:
BY NTM \$6,400.000 BY OTM \$6,725.000 TOTAL \$13,125.000.
6. SEVEN EXHIBITORS SOUGHT EXREPS, ONE AGREEMENT SIGNED AT
SHOW AND EIGHT EXPECTED TO BE SIGNED IN NEXT TWELVE MONTHS.
THE SEVEN EXHIBITORS WERE PROVIDED WITH SIXTY EIGHT QUALIFIED
CANDIDATES OR TEN PER COMPANY.
IT WAS OBSERVED IN LAST THREE EXHIBITIONS THAT EXHIBITORS
ARE INCREASINGLY RELUCTANT TO MAKE EXREPS COMMITMENTS DURING
SHOW PREFERRING TO INVESTIGATE CANDIDATES DURING SUBSEQUENT

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- WEEK OR NEXT VISIT. SEVERAL EXHIBITORS ALSO PREFERRING
TO SELL DIRECTLY IF POSSIBLE.
7. TRADE VISITORS REGISTERED TWO THOUSAND ONE HUNDRED.
 8. OUTSTANDING SUCCESS STORIES.

A) LOCKHEED ELECTRONICS (NTM) PROJECTS 1,000,000 DOLLARS;
B) TAB PRODUCTS (NTM) PROJECTS 2,000,000 DOLLARS;
C) COHERENT COMMUNICATIONS SYSTEMS (OTM) PROJECTS
1,000,000 DOLLARS;
D) DATA GENERAL (NTM) 170,000 DOLLARS OFF THE FLOOR AND PROJECTS
500,000 DOLLARS;

E) EASTMAN KODAK (OTM) PROJECTS 1,250,000 DOLLARS;
F) HEWLETT-PACKARD (OTM) PROJECTS 1,000,000 DOLLARS;
G) ENTREX (NTM) PROJECTS 1,000,000 DOLLARS;
H) NCR (OTM) PROJECTS 1,000,000 DOLLARS;

9. TWO EXHIBITORS WERE IN SMALL COMPANY CATEGORY; FIFTEEN IN MEDIUM
COMPANY CATEGORY; AND TWENTY WERE IN LARGE COMPANY CATEGORY.

10. TWENTY-FIVE EXHIBITORS FULLY ACHIEVED THEIR PRIMARY
OBJECTIVE AND TWELVE PARTIALLY, THIS LATTER DUE PRINCIPALLY TO
PHYSICAL PROBLEMS LIKE HEAT, LACK OF TRANSPORTATION, ETC.

11. RANDOM COMMENTS MADE BY SIGNATORIES OF PARTICIPANTS REPORTS:

A) ATLANTIC RESEARCH - WE APPRECIATE THE OPPORTUNITY TO EXHIBIT.
VERY WELL ORGANIZED EXHIBIT, AND PERSONNEL VERY HELPFUL;

B) BELL & HOWELL -STAFFING OF THE SHOW WAS GOOD AND EVERYONE
SEEMED WELL VERSED TECHNICALLY AND WILLING TO HELP;
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C) CENTRONICS - SHOW WAS WELL ORGANIZED AND RUN. DEFINITELY A
BENEFIT TO THE IMAGE OF THE U.S.A;

D) DATA GENERAL CORPORATION- U.S. PERSONNEL VERY COURTEOUS AND
HELPFUL;

E) COHERENT COMMUNICATIONS SYSTEMS CORP. -GOOD QUALITY OF
VISITORS AND LEADS. PEOPLE VISITING UR BOOTH SHOWED A REAL
DIRECT INTEREST IN SEEING AND DISCUSSING OUR PRODUCTS;

F) DIGIT-ALL SYSTEMS CORPORATION- IT WAS A GREAT EXPERIENCE
TO PARTICIPATE IN OFI-SISTEMAS' 77;

G) EASTMAN KODAK- THE SHOW WAS WELL ORGANIZED;

H) HEWLETT-PACKARD- THE SHOW WAS WELL ORGANIZED AND FULFILLED
ALL OUR EXPECTATIONS;

I) ARTEC INTERNATIONAL - IT IS A GOOD SHOW AND I HOPE YOU
REPEAT IT ONCE A YEAR;

J) MEMOREX-THIS EXHIBITION ALLOWED US TO STRENGTHEN CONTACTS
WITH CUSTOMERS/PRESPECTS, TO STRENGTHEN OUR IMAGE;

K) SAXON BUSINESS PRODUCTS- EXHIBITION VERY WELL PLANNED AND
FUNCTIONAL. THE BUFFET AND DRINKS WERE ABSOLUTELY OUTSTANDING AND
WELL DONE, MY CONGRATULATIONS TO ALL PERSONNEL;

L) SYSTEMS ENGINEERING LAB- AS A NEW COMPANY, TRYING TO
INTEREST THE VENEZUELAN MARKET, WE GOT VERY GOOD POTENTIAL
CUSTOMERS INTERESTED IN OUR SPECIFIC AND VERY SPECIALIZED TYPE OF
COMPUTERS;

M) TRW DATACOM-VERY SATISFIED WITH EXHIBITION. RESULTS BETTER
THAN EXPECTED;
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N) WANG LABS- WE WOULD LIKE TO PARTICIPATE IN ANOTHER OFI-SITEMAS.

12. EMBASSY CARACAS PROVIDED CUSTOMARY EXCELLENT SUPPORT BOTH
PRIOR TO AND DURING EVENT, THUS CONTRIBUTING MATERIALLY TO ITS
SUCCESS.
CROWLEY

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